

Rep Order# 7894650 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/03/2012 9:21 AM
Last Received: 08/03/2012 9:18 AM
Showing Buylines: All Lines

1 of 2

Station KMBC-TV KANSAS CITY
Advertiser () NOW OR NEVER
Product NOW OR NEVER PAC
Estimate#
Buyer LYNN MARTIN
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 08/04/2012 - 08/07/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR NOW OR NEVER PAC. SHARE IS ESTIMATE AND
WILL BE UPDATED WHEN MKT INFO IS AVAILABLE.
T/R MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	6A-7A	6A NEWS	:30	\$800.00	08/06-08/07	4	1	4	\$3,200.00	
		Buyline Comment: 2X DAY										
	2	M-TU	5P-530P	5P NEWS	:30	\$1,000.00	08/06-08/07	2	1	2	\$2,000.00	
		Buyline Comment: 1X DAY										
	3	M	6P-630P	6P NEWS	:30	\$1,200.00	08/06-08/06	1	1	1	\$1,200.00	
	4	M-TU	530A-6A	530A NEWS	:30	\$400.00	08/06-08/07	2	1	2	\$800.00	
		Buyline Comment: 1X DAY										
	5	M-TU	5A-530A	5A NEWS	:30	\$300.00	08/06-08/07	2	1	2	\$600.00	
		Buyline Comment: 1X DAY										
	6	M	10P-1035P	10P NEWS	:30	\$2,000.00	08/06-08/06	1	1	1	\$2,000.00	
	7	M	4P-5P	DR OZ	:30	\$400.00	08/06-08/06	1	1	1	\$400.00	

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---REPORT TOTALS---

Report Totals: 13 / \$10,200.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$10,200.00

Sales Totals: 13 / \$10,200.00

Station Totals: 13 / \$10,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$36,429	CABL	0%	CBLA	0%	INTA	0%	KCTV	0%	KCWE	0%
		KMBC	28%	KMCI	0%	KPXE	0%	KSHB	0%	KSMO	0%
		UNKN	72%	WDAF	0%						

Books null
Demos RA35+